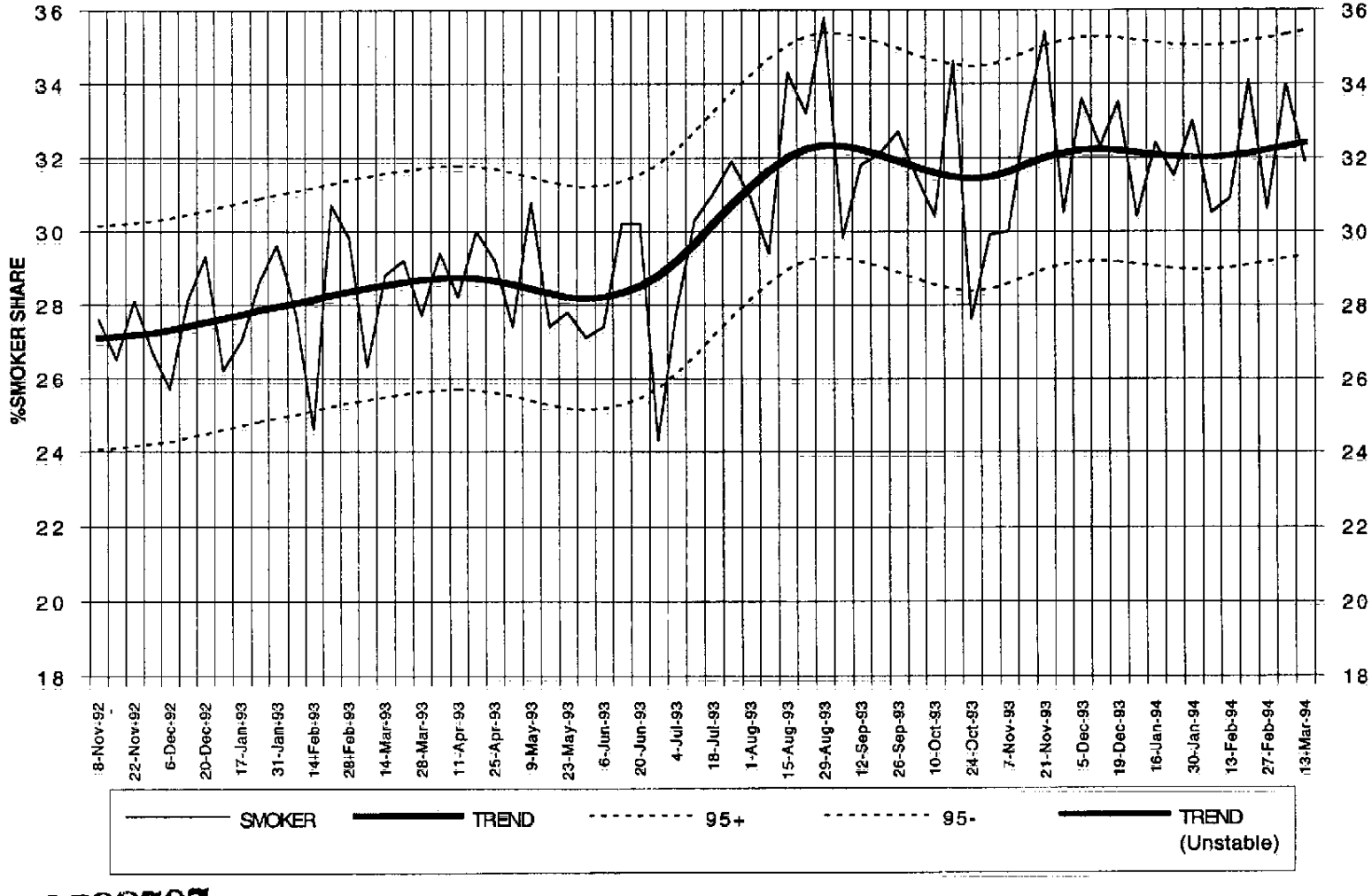
MARLBORO SMOKER SHARE

- Over the past 12 months, Marlboro monthly smoker and volumetric share gains have paralleled Nielsen retail share advances.
  - Like Nielsen, the tracking study indicates near record levels for Marlboro smoker and volumetric shares.
  - Marlboro weekly smoker and volumetric shares indicate a stable to increasing trend among total and 18-24 year old smokers.

2023656573

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO SMOKER SHARE (AMONG TOTAL SMOKERS)



2023656574

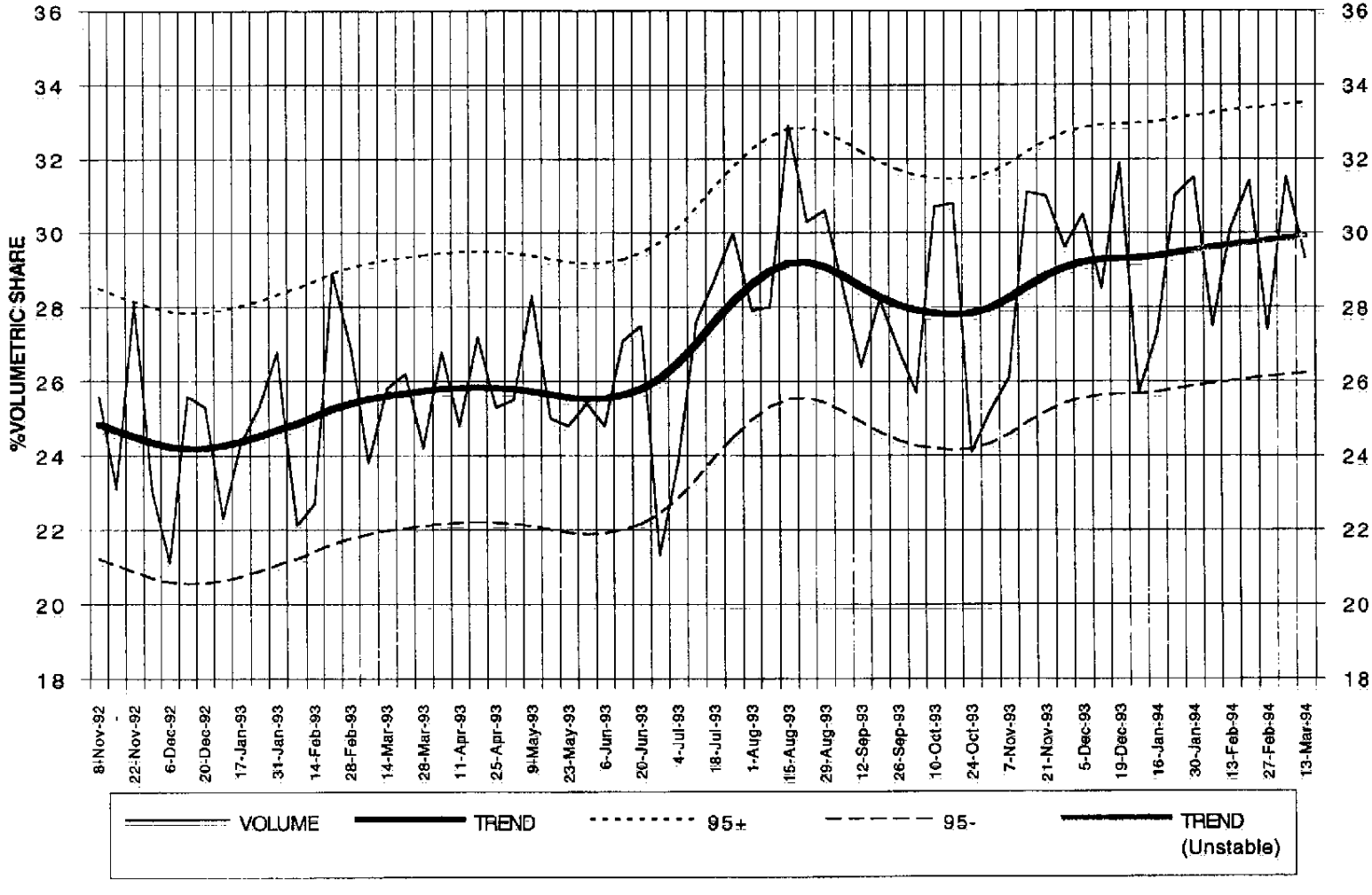
SOURCE: SMOKER TRACKING STUDY – WEEKLY

*FEBRUARY AND MARCH '94 REPRESENT TOP LINE DATA

W.SMOK.3

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO VOLUMETRIC SHARE (AMONG TOTAL SMOKERS)



2023656575

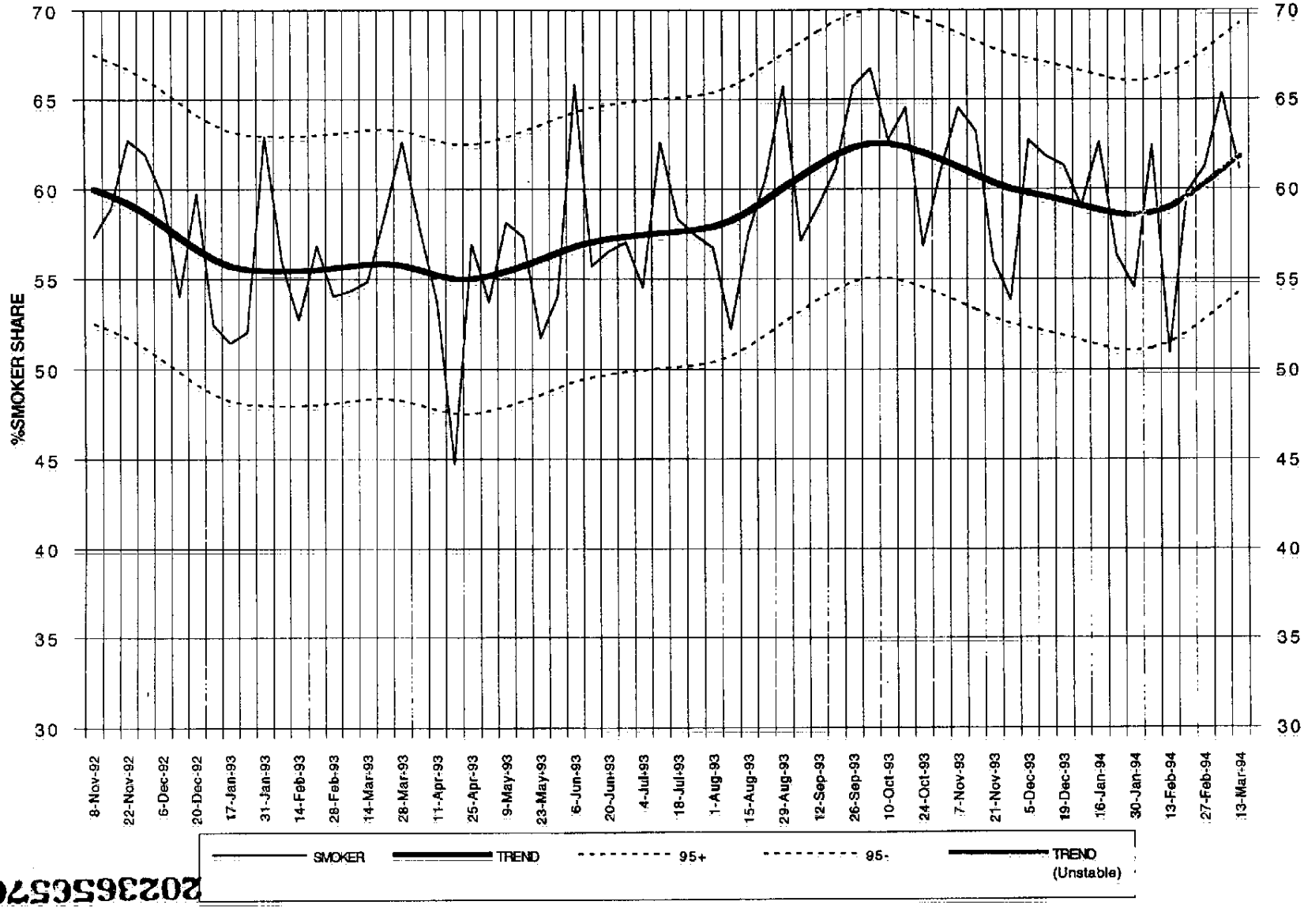
SOURCE: VOLUMETRICS – WEEKLY

*FEBRUARY AND MARCH REPRESENT TOP LINE DATA

W.VOL.1

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO SMOKER SHARE (AMONG 18-24 SMOKERS)



2023653576

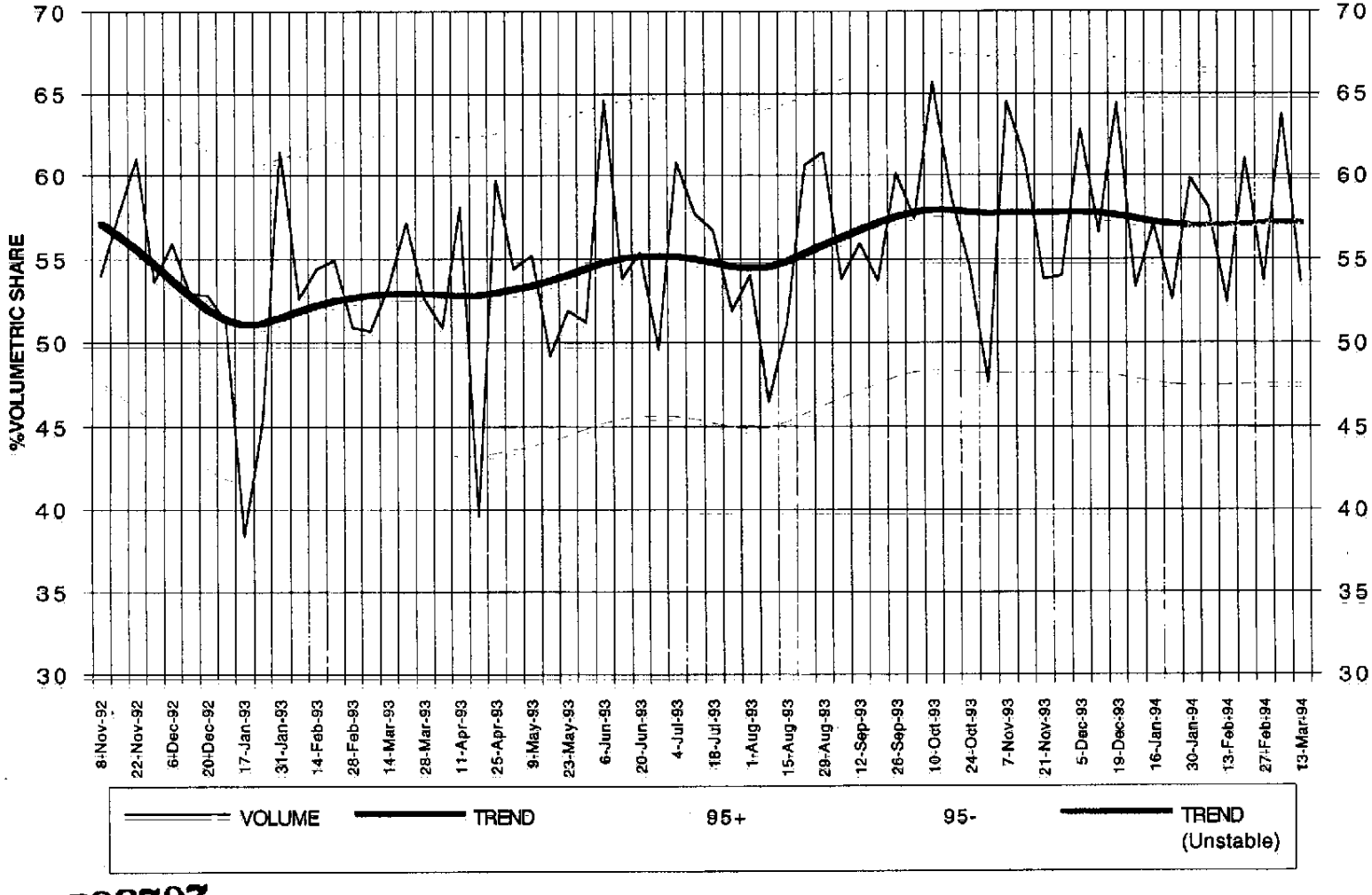
SOURCE: SMOKER TRACKING STUDY – WEEKLY

*FEBRUARY '94 REPRESENTS TOP LINE DATA

- W.SMOK.1624.4

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO VOLUMETRIC SHARE (AMONG 18-24 SMOKERS)



2023656577

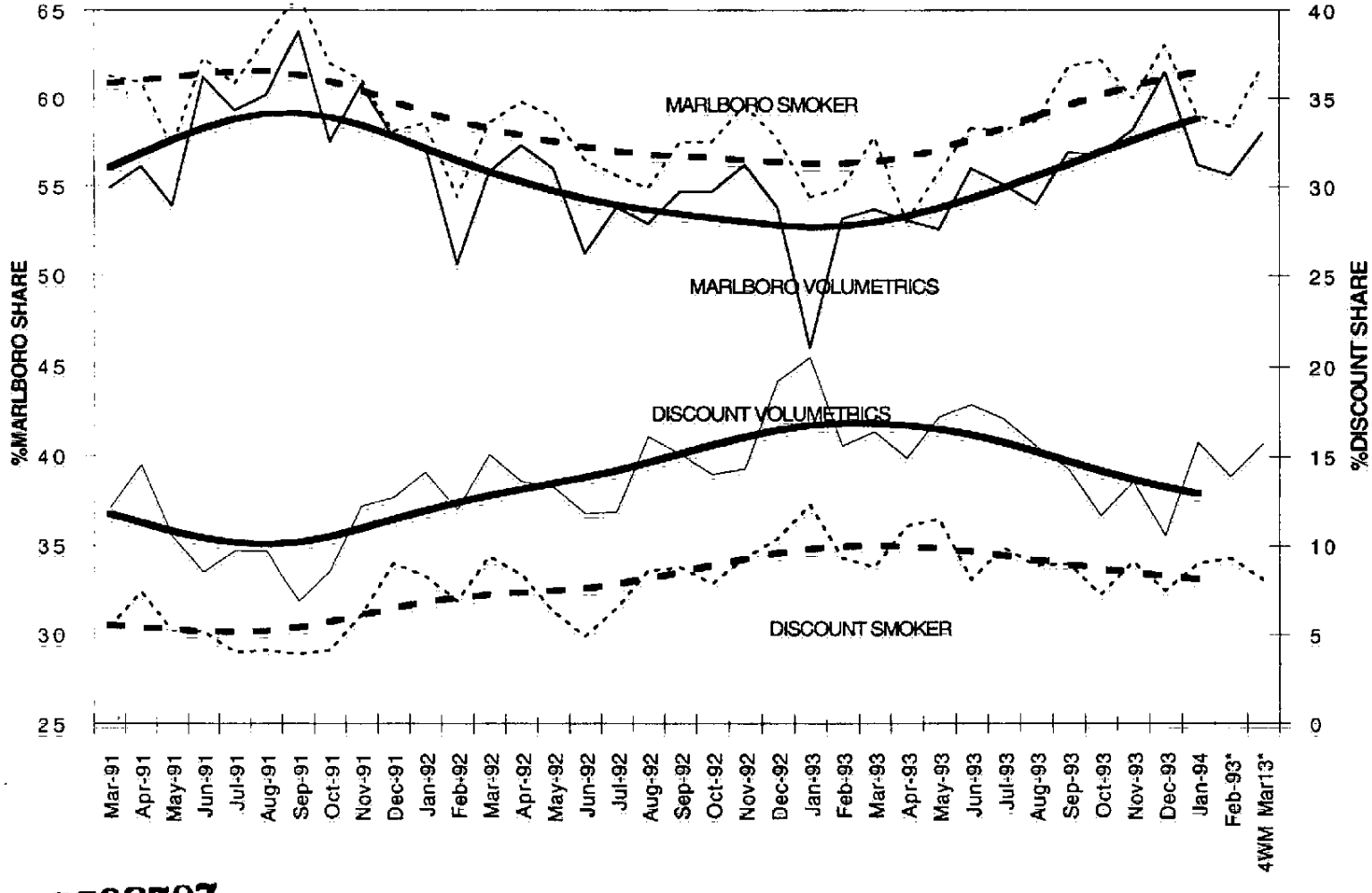
SOURCE: VOLUMETRICS--WEEKLY

*FEBRUARY AND MARCH '94 REPRESENT TOP LINE DATA

W.VOL.1824.2

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO SMOKER AND VOLUMETRIC SHARE TRENDS (AMONG 18-24 SMOKERS) CONTINUE TO INCREASE.



2023656578

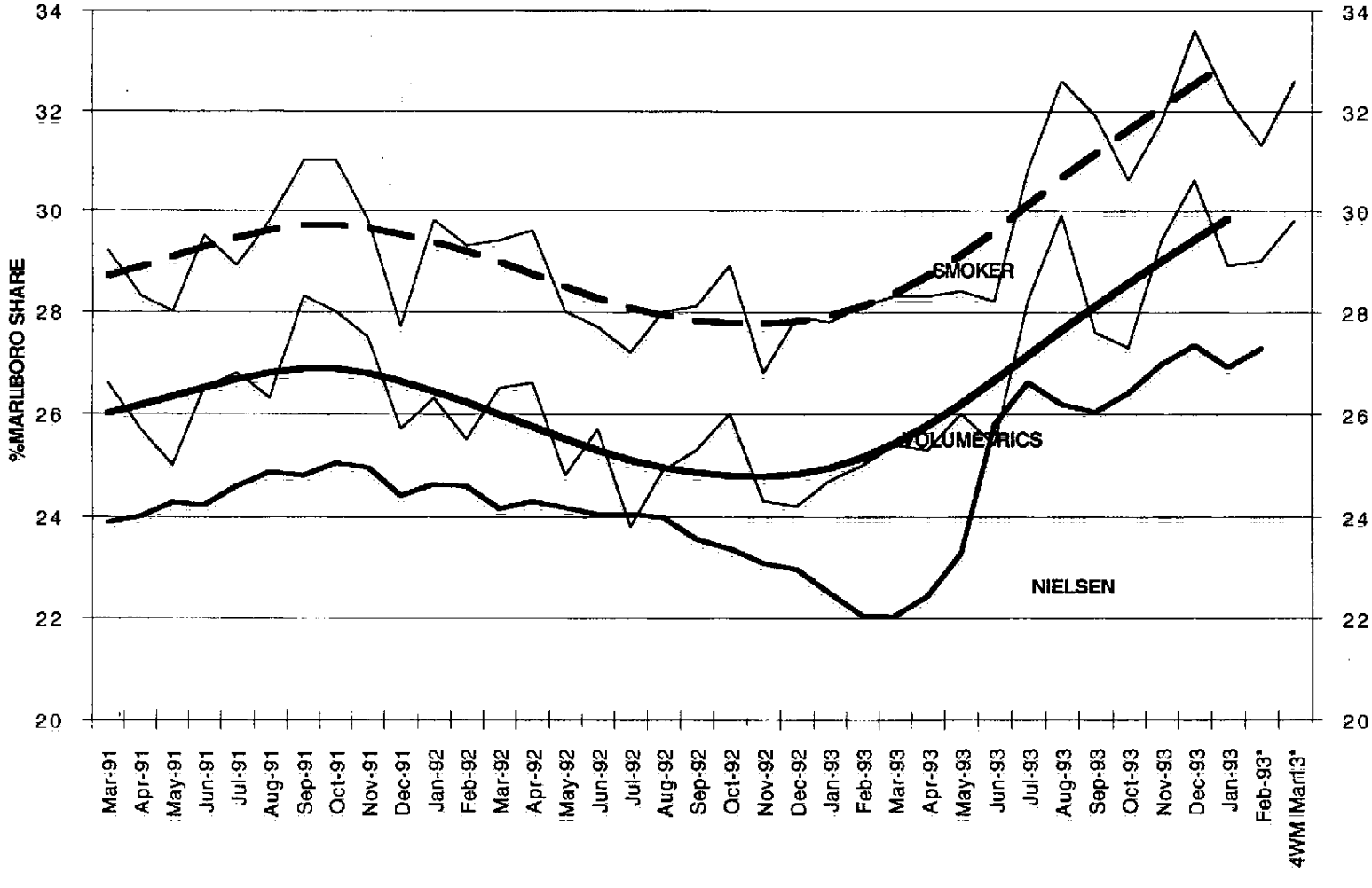
SOURCE:CONTINUOUS SMOKER TRACKING STUDY – 1MM

*FEBRUARY AND MARCH '93 DATA IS TOP LINE

W.MARLB.1824.5

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000

MARLBORO SMOKER AND VOLUMETRIC SHARE TRENDS (AMONG TOTAL SMOKERS) CONTINUE TO INCREASE.



2023656579

SOURCE: CONTINUOUS TRACKING STUDY, NIELSEN – MONTLY

*FEBRUARY AND MARCH '94 REPRESENTS TOP LINE DATA

Source: https://www.industrydocuments.ucsf.edu/docs/yxpk0000